

APPAREL AND ACCESSORIES

Michael Kors introduces first smartwatch version of the Runway

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The new smart watch is powered by Google. Image credit: Michael Kors

By STAFF REPORTS

Fashion label Michael Kors is reintroducing its classic Runway watch model as a smartwatch powered by Google.

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The new wearable tech combines the classic styling of Michael Kors' watches with the cutting edge technology of a smartwatch. Michael Kors' embrace of smartwatches shows the increased mingling of fashion and technology.

"I'm excited about adding our signature Runway style to our already exceptional lineup of smartwatches made in collaboration with Google to feature the latest wearable technology and the Google Assistant," said John D. Idol, chairman and CEO of Michael Kors, in a statement. "With the new features and benefits, Michael Kors Access smartwatches ensure that our customers can now be more connected than ever before."

Smart watch relaunch

While the original Michael Kors Runway watch was an analog device, the model now returns as a digital smartwatch equipped with a number of new tools.

The watch is powered by Wear by Google and offers heart rate tracking, NFC payments, GPS and a built-in Google Assistant.

Runway's payment options include Google Pay and, in China, Alibaba's Alipay.

Though the watch is outfitted with new digital tools, the design retains a classic Michael Kors silhouette.



The Runway watch. Image credit: Michael Kors

However, Michael Kors is also offering the watch, for the first time, with a silicon strap more befitting its casual, tech-focused aesthetic.

Michael Kors is not the only brand embracing smartwatches. U.S. fashion label Marc Jacobs also took its first step into the world of touchscreen smartwatches with its latest model, The Riley.

The Riley represents the growing crossover between luxury timepieces and smartwatches. Traditionally, the two have had somewhat of a distant relationship, with makers of each type of watch steering far clear of the other, however this may be changing now ([see story](#)).

"The last two generations of the Michael Kors Access collection have allowed users globally to express their personal style while staying in touch with the world around them," said Miles Barr, director of engineering for Wear OS by Google, in a statement. "We're thrilled to partner again on the new Runway smartwatch and support Michael Kors' ongoing innovation in the wearables space."

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